

# WDAF - TV - Issue Ad Public File Checklist

1. SEIU  
Name of Sponsoring Organization
2. Accepted: / Rejected:      (mark one)
3. Class of Time: Issue
4. 10/5 - 10/10  
Flight dates and times
5. Issue  
Rate charged
6.       
Description of Issue
6. 800 MASSACHUSETTS AVE NW,  
Address of Sponsoring Organization  
WASHINGTON DC 20036
7. 202-730-7700       
Telephone Number of Sponsoring Organization Email Address
8.       
Sponsor's Officers/Directors/Executive Committee
- |                      |                            |
|----------------------|----------------------------|
| <u>HEATHER STONE</u> | <u>Dep. Political Dir.</u> |
| <u>    </u>          | <u>    </u>                |
| <u>    </u>          | <u>    </u>                |
9.       
Description of substantiation provided (if any)
10. Proper Sponsorship Identification: Yes / No
- Name Date



WDAF-TV

# ORDER

Print Date 10/05/12 Page 1 of 2

Flight Dates 10/04/12-10/10/12

Contract / Revision 581420 /

Original Date / Revision  
10/05/12 10/05/12

Advertiser SEIU - Service Employees In

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product

Issue

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1962

Alt Order # 09836824

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority 2

Advertiser Ref

Order Share 21% Market Value 88928

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	35%	31125
KCWE	%	0
KMBC	25%	22232
KMCI	%	0
KPXE	%	0
KSHB	19%	16896
KSMO	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	14	\$15,873.75	\$18,675.00	0.00
<b>Totals</b>	<b>14</b>	<b>\$15,873.75</b>	<b>\$18,675.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/10/12	14	\$15,873.75	\$18,675.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	10/08/12	10/10/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	MTW----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTW----	1		\$825.00		0.00						
E 2	4	10/08/12	10/10/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	MTW----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTW----	1		\$825.00		0.00						
E 3	4	10/08/12	10/10/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTW----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTW----	1		\$500.00		0.00						



WDAF-TV

Print Date: 10/05/12

Page 2 of 2

Contract / Revision **581420** Flight Dates **10/04/12-10/10/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:15:00

Advertiser **SEIU - Service Employees I** Product **Issue**

Estimate # **1962**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals													
														Spots	Amount												
E 4	4	10/08/12	10/10/12	M-F 12p-1p M-F 12-1p FOX 4 NEWS AT NOON	CM-All	12-1p	MTW----	:30	1	\$500.00	1	0.00	NM	1	\$500.00												
<table><tr><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td></tr><tr><td>Week: 10/08/12</td><td>10/14/12</td><td>MTW----</td><td>1</td><td>\$500.00</td><td>0.00</td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/08/12	10/14/12	MTW----	1	\$500.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 10/08/12	10/14/12	MTW----	1	\$500.00	0.00																						
E 5	4	10/08/12	10/10/12	M-F 3-4p M-F 3-4p JUDGE JOE/JUDGE JOE	CM-All	3-4p	MTW----	:30	3	\$150.00	2	0.00	NM	3	\$450.00												
<table><tr><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td></tr><tr><td>Week: 10/08/12</td><td>10/14/12</td><td>MTW----</td><td>3</td><td>\$150.00</td><td>0.00</td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/08/12	10/14/12	MTW----	3	\$150.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 10/08/12	10/14/12	MTW----	3	\$150.00	0.00																						
E 6	4	10/08/12	10/10/12	M-F 4-5p M-F 4-5p JUDGE JUDY/JUDGE JUDY	CM-All	4-5p	MTW----	:30	1	\$375.00	2	0.00	NM	1	\$375.00												
<table><tr><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td></tr><tr><td>Week: 10/08/12</td><td>10/14/12</td><td>MTW----</td><td>1</td><td>\$375.00</td><td>0.00</td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/08/12	10/14/12	MTW----	1	\$375.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 10/08/12	10/14/12	MTW----	1	\$375.00	0.00																						
E 7	4	10/08/12	10/10/12	M-F 5-6p 5-530p FOX 4 NEWS	CM-All	5-530p (5:00 PM-5:30 PM)	MTW----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00												
<table><tr><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td></tr><tr><td>Week: 10/08/12</td><td>10/14/12</td><td>MTW----</td><td>1</td><td>\$1,000.00</td><td>0.00</td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/08/12	10/14/12	MTW----	1	\$1,000.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 10/08/12	10/14/12	MTW----	1	\$1,000.00	0.00																						
E 8	4	10/08/12	10/10/12	M-F 630-7p M-F 630-7p wheel of fortune	CM-All	630-7p	MTW----	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00												
<table><tr><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td></tr><tr><td>Week: 10/08/12</td><td>10/14/12</td><td>MTW----</td><td>1</td><td>\$3,500.00</td><td>0.00</td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/08/12	10/14/12	MTW----	1	\$3,500.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 10/08/12	10/14/12	MTW----	1	\$3,500.00	0.00																						
E 9	4	10/08/12	10/08/12	Monday Prime A FOX Prime Monday 7-8p BONES	CM-All	7p-8p	M-----	:30	1	\$3,300.00	1	0.00	NM	1	\$3,300.00												
<table><tr><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td></tr><tr><td>Week: 10/08/12</td><td>10/14/12</td><td>M-----</td><td>1</td><td>\$3,300.00</td><td>0.00</td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/08/12	10/14/12	M-----	1	\$3,300.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 10/08/12	10/14/12	M-----	1	\$3,300.00	0.00																						
E 10	4	10/10/12	10/10/12	X Factor Wednesday FOX X Factor x factor	CM-All	7-9p	--W----	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00												
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 10/08/12	10/14/12	--W----	1	\$3,800.00	0.00																						
E 11	4	10/08/12	10/10/12	M-F 9-10p 9-930p FOX 4 NEWS	CM-All	9-930p (9:00 PM-9:30 PM)	MTW----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00												
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 10/08/12	10/14/12	MTW----	1	\$1,800.00	0.00																						
E 12	4	10/08/12	10/10/12	M-F 9-10p 930-10p FOX 4 NEWS	CM-All	930-10p (9:30 PM-10:00 PM)	MTW----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00												
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 10/08/12	10/14/12	MTW----	1	\$1,800.00	0.00																						
Totals														14	\$18,675.00												